



Chewing Gum & Colored Wire

On 25th of August 2005 (12:00 - 18:00) artists Teri Rueb and Mare Tralla present a new work at the Old Town side entrance to the Viru Keskus in Tallinn. The artists lend CD-players with shopping stories and give out instructions for the preferred route to take. You can also experience the work at a different time by contacting the artists via info@gumandwire.org.

Shopping, whether for subsistence or leisure, is an everyday experience that becomes extremely potent and emotionally charged as personal memory. Most of us carry vivid childhood impressions of accompanying our mothers on shopping trips. As we grow up, the marketplace becomes an important arena in which we first begin to understand and test our individual and collective social identities. This project takes the simple premise - that our recollections of mundane shopping experiences hold deep cultural meaning and value - and explores it across two contexts, Estonia and the US during the period of the Cold War. Casual conversations with Estonian and American women who grew up and raised families during the Cold War expose the myriad ways in which gender, class, politics, and the personal are inextricably linked in the mundane act of shopping. Estonian stories are presented now, while American ones will be collected, added to the project, and presented in 2006.

The web site provides additional documentation of the project including audio recordings of the stories. **We hope that the website will inspire others to share their stories and send them to us. For further information contact the artists: Mare Tralla and Teri Rueb at info@gumandwire.org.**